

Application Serial No. 09/528,479
Attorney's Docket No.:06618-120002

Amendment to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Currently amended) A method of scheduling and paying for advertising comprising:

booking a advertising segment with an advertising agency, said booking comprising determining time, network, pricing and commission parameters for said advertising segment;

Establishing an account with a clearinghouse, said clearinghouse determining if the [[commercial]] advertising segment actually aired at the specified time by automatically detecting a code on the [[commercial]] advertising segment and verifying security of said code; and

said clearinghouse automatically authorizing payment if said [[commercial]] advertising segment played at the specified time and automatically authorizing an error resolution procedure if the [[commercial]] advertising segment played at other than the specified time.

2. (Currently amended) A method as I claim 1, wherein said error resolution determines if the [[commercial]] advertising segment has played within a specified interval of the specified time and allowing payment if so.

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3. (Currently amended) A method as in claim 1, wherein aid security c comprises information on the [[advertisement]] advertising segment correlated with content of the [[advertisement]] advertising segment.

Kindly add the following new claim:

4. (New) A method as in claim 3, wherein said information correlated with the advertisement comprises information indicative of an average brightness of at least part of the advertisement.